

## **JOB DESCRIPTION**

**Role:** eMail Marketing Specialist (Campaign Specialist)  
**Reports to:** Marketing Manager, Asia Pacific  
**Location:** Singapore

The eMail Marketing Specialist will drive the drive the execution of email marketing campaigns for the region, to drive brand awareness and visibility, specifically

- Develop content strategies based on targeted audience and email best practice
- Create campaigns and oversee all aspects – design, copy, marketing to technical development
- Manage campaigns – troubleshoot issues, monitor performance and make adjustments
- Generate and analyse data – monitor and assess performance to better optimise future campaigns

### **Responsibilities**

- Create various email lists and campaigns
- Create and design various CTAs and email templates
- Test every campaign success
- Determine email marketing KPIs
- Develop and present reports on a weekly basis
- Develop a lead generation strategy
- Create smart email lists
- Increase email subscriptions
- Analyse data to get smart insights
- Suggest methods for improvements
- Segment lists based on behaviours like past email engagement and website interactions
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

### **Technical Skills and Competencies**

- Diploma / Degree in Marketing, Communications or Business
- Experience with email marketing, lead nurturing, marketing automation, and/or web analytics
- Proficient using email marketing automation technology (Hubspot, Mailchimp, etc)
- Knowledge of latest digital marketing trends
- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker and problem-solving skills
- Team player
- Familiar with Adobe Photoshop, Illustrator, WordPress, HTML
- Good time-management skills
- Great interpersonal and communication skills

# BIPO

Make Life Easier.

## **Useful links**

- Website: [www.biposervice.com](http://www.biposervice.com)
- Facebook: <https://www.facebook.com/biposvc>
- LinkedIn: <https://www.linkedin.com/company/bipo-svc/>

To apply for this role, please contact: [asean.hr@biposervice.com](mailto:asean.hr@biposervice.com)

## **About BIPO**

At BIPO, our passion for technology and innovation empowers businesses across the globe with increased efficiency and convenience.

Our enterprise-ready **HR Management System (HRMS)** platform automates HR processes, simplifies workflows, and delivers actionable insights to build the best Employee Experience. Complemented by our **payroll outsourcing solutions** and **global PEO services**, we support businesses to manage today's global workforce.

We are better connected to support your payroll and people solutions needs through a global network of 27+ offices, four R&D centres, and business partners across 100+ countries.

## **Our products & services**

- HR Management System (HRMS)
- Global Payroll and HR outsourcing
- Professional Employer Organisation (PEO)